



## User Documentation

### SEO EXPERT

The SEO Expert module helps you quickly:

- Create and personalize **Friendly URLs**
- Insert **Meta tags for product pages, Facebook posts and Twitter Cards** in your shop

This module lets you automatically fill in all important fields to ensure your shop is fully search engine optimized. These same fields can be found in the PrestaShop software:

- Product title
- Product description
- Product keywords
- Short product description
- Product URL rewrite
- Facebook tags
- Twitter tags

Visibility is a key factor to ecommerce success. Studies have shown that 91% of Google page views are of first page search results. SEO Expert is the best tool to help search engines reference your shop, finding your products and boost your sales!

#### I. INSTALLATION

##### *Using PrestaShop 1.6?*

1. From your PrestaShop Back-Office, click the “Module” tab.
2. In the Identification block, enter your Addons ID and password. Then, click “Sign in”. Now all PrestaShop Addons purchases will appear in the modules tab of your back office
3. Search for the module using the search bar and click “Install” to configure it.

##### *Using PrestaShop 1.5?*

1. In the “Module” tab of your PrestaShop Back-Office, click “Add a new module” located at the top right corner.
2. Select the “SEO Expert”. Zip, downloadable from PrestaShop Addons.
3. Click “Load the module”. The module should now appear in your list of modules.
4. Click “Install”, then “Configure”.

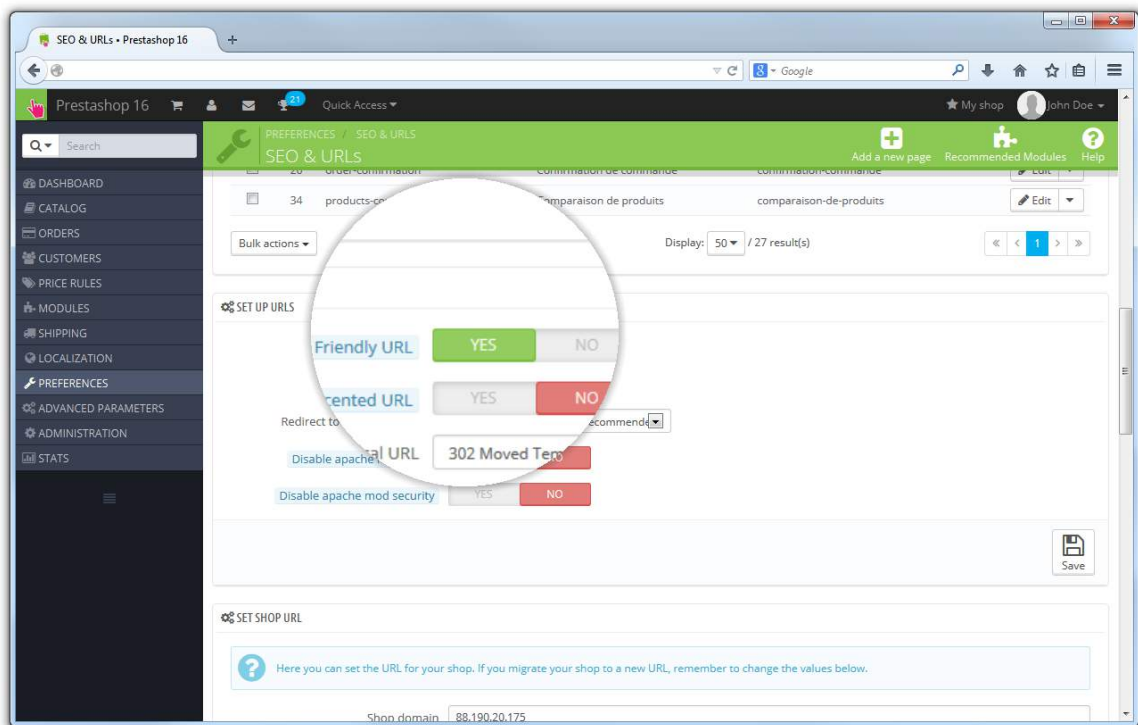
For both PrestaShop 1.5 and 1.6, you'll find four tabs to the left of the page. It gives you access to documentation, URL configuration, Meta tag configuration and contact information.

## II. DOCUMENTATION TAB

This tab contains documentation about the module and a configuration guide.

## III. URL CONFIGURATION TAB

Friendly URLs give you a unique address for each page of your website. This helps search engines easily reference the page. Before you get started, make sure friendly URLs is activated. This is **required** for your URL settings to take effect. To set up friendly URLs, go to the "Preferences" tab, followed by "SEO & URLs".



Click "Add a new SEO rule" to create friendly URLs for your product pages. A new window will appear with these 3 steps:

- **Step 1 – General:** Two fields need to be filled out – Rule Name and Language.
  - o "Rule Name" will help you identify the rule.
 Use it to reference the rule on the URL summary table. Start by creating general rules then, if needed, create a specific rules for only one or some categories.

Note: Choose a rule name that references your selected category.

- “Language” determines the language used for the rule.

The default language is your shop’s default language. You must activate other languages on your shop in order for them to appear as a language option.

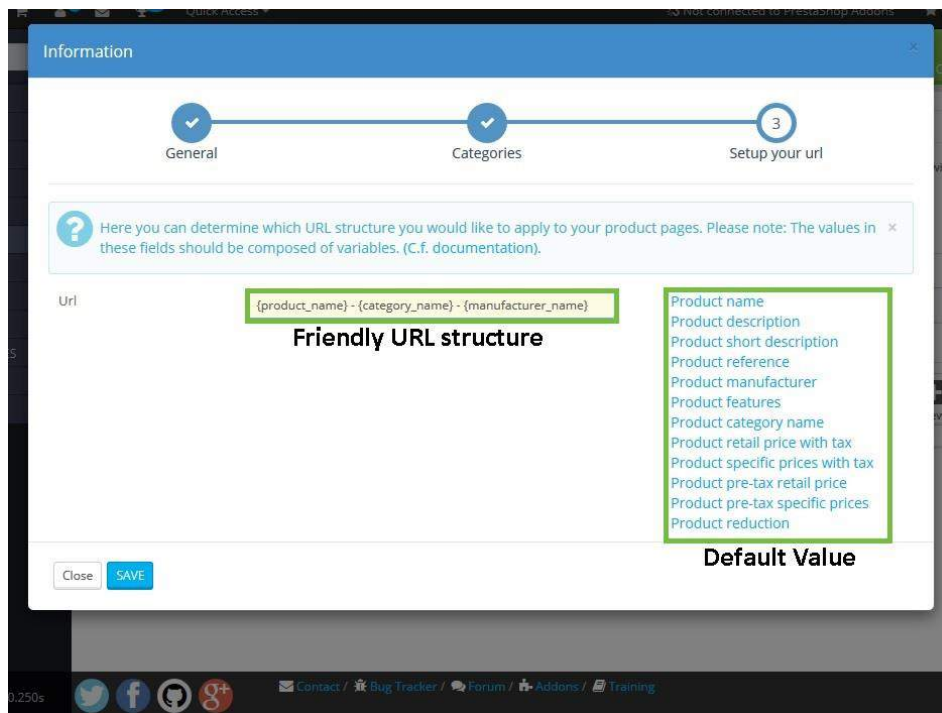
Activate new languages from the “Localization” tab, then “Import a Location Pack”.

Once you’ve named your rule and selected the preferred language, click “Next”.

- **Step 2 – Category:** Select product categories to apply the friendly URL rule for. Choose “All categories” if you’d like to apply the same URL structure to all your products. You can also apply the rule to only one (sub) category or several (sub) categories. Products with multiple categories will fall under the default category.

Once you’ve selected your categories, click “Next”.

- **Step 3 – Configure your URL:** Determine the URL structure for product pages. 95% of the URL structure should be made up of variables. Though not recommended, bypass using variables only when there is one product in the category.



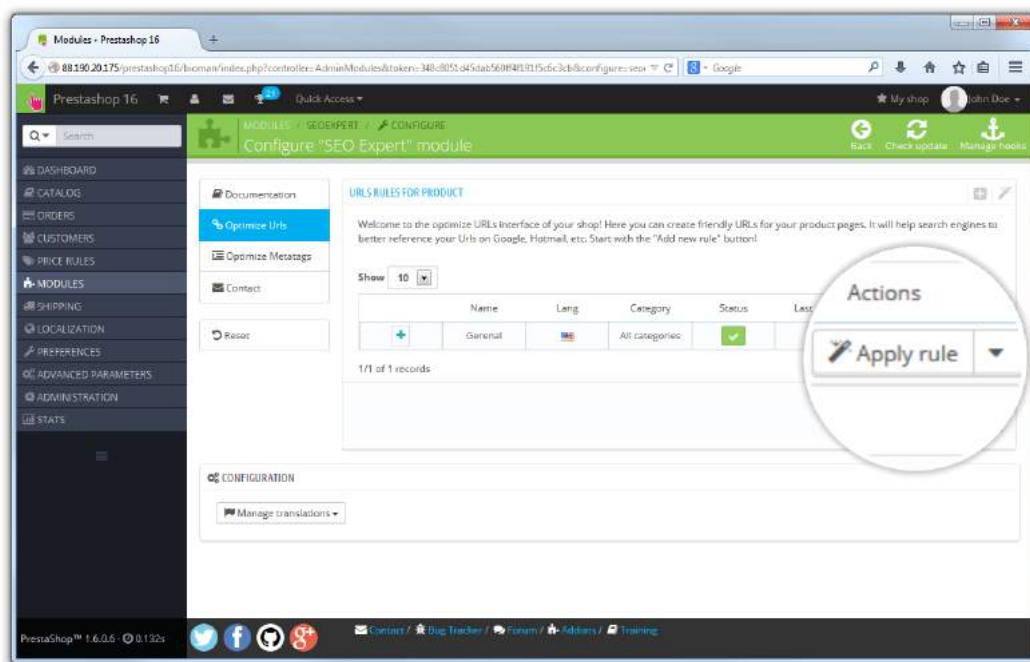
You’ll find {variables} listed to the side, which you can use to create your URL models. Here’s a short description for each variable:

- *{product name}* name of your product
  - *{product description}* description of your product that appears in the body of the product page
  - *{product short description}* a brief summary of the product that can be found at the top of the product page
  - *{product reference}* product reference code or number
- Note: Special characters in the reference will be deleted.

- *{product manufacturer}* manufacturer name of the product
- *{product features}* features associated with the product
- *{product category name}* category name of the product
- *{product retail price with tax}* sales price with tax
- *{product specific price with tax}* specific prices with tax
- *{product pre-tax retail price}* sales price without tax
- *{product pre-tax specific prices}* specific prices without tax
- *{product discount}* discount percentage of a specific product

Once you've configured the URL rules, click "Save".

A message will confirm your new rule creation. Click "Apply" to activate the rule.



A progress window will be displayed to indicate the number of products the rule effects. You can modify and update the rule(s) at any time by going back to the summary table.

Note: New products added to a category (effected by an URL rule) will automatically be updated. There's no need reapply the URL rule.

## IV. META TAG CONFIGURATION TAB

### a. Introduction

A meta tag is a tag (that is, a coding statement) in the Hypertext Markup Language (HTML) that describes some aspect of the contents of a Web page. The information that you provide in a meta tag is used by search engines to index a page so that someone searching for the kind of information the page contains will be able to find it.

- ✓ SEO Expert allows you to create meta tags for your **product pages**.

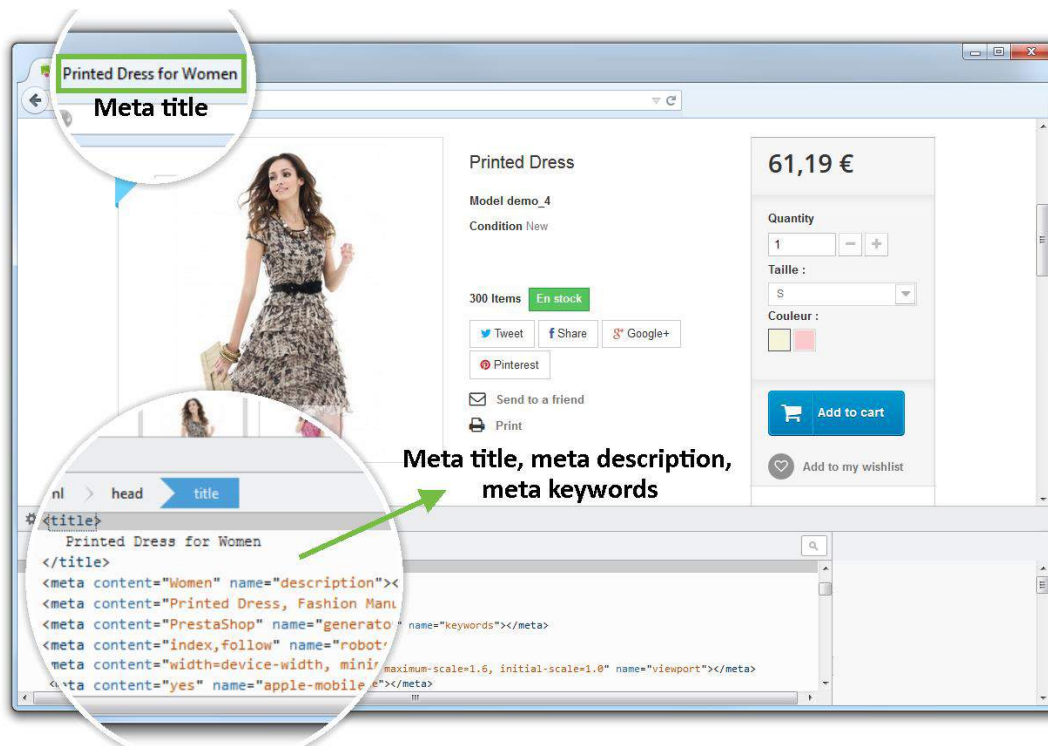
There are several kinds of meta tags, but the most important for search engine indexing are the title meta tag and the description meta tag. Well-written meta tags can help make the page rank higher in search results.

Meta tags will appear on the search engine results like:

**Meta title** PrestaShop Addons: PrestaShop's Official Marketplace ...  
**Friendly URL** addons.prestashop.com/en/ ▼  
**Meta description** The official MarketPlace for PrestaShop: Modules and templates to increase the sales of your online store.

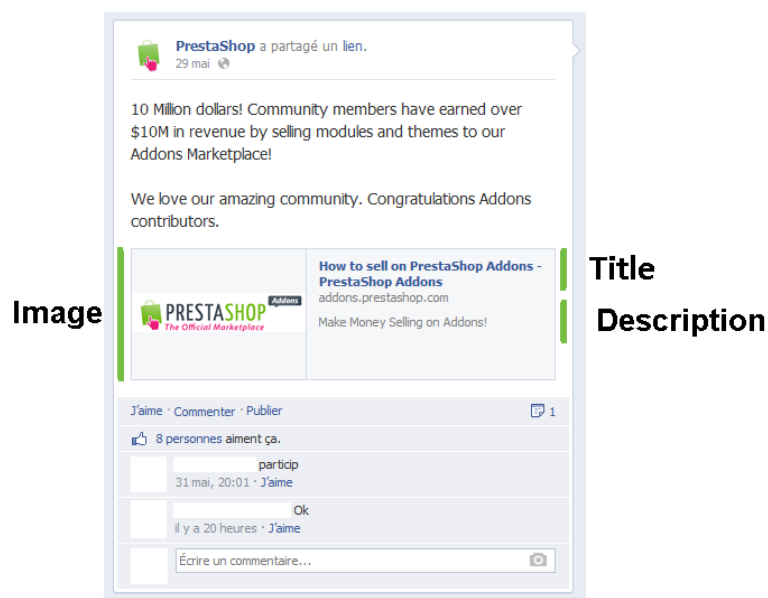
- Meta title: This is the most important tag for good ranking on search engines like Google. It is the blue text that appears on a results page. Here, word choice and order are important.
- Meta description: This is the gray text that appears on Google search. It describes the page to potential customers and encourages them to click.
- Meta keywords: Keywords are used to help search engines like Google find the best results for keyword searches.

The meta tag is placed near the top of the HTML in a Web page as part of the heading.



- ✓ SEO Expert also allows you to create meta tags for **Facebook**.

Facebook has its own set of social media meta tags, which will help boost traffic to your website. You can skip this step if you do not have a Facebook page.



- ✓ SEO Expert also allows you to create meta tags for **Twitter**.

Twitter Cards, powered by meta tags, are cards you can add to your website. For each URL on your site, you can create a unique Card to associate with it.

Simply and automatically add tags to your webpages. Twitter users who Tweet links with content from your website will include a Twitter Card visible to all their followers.

Summary Card Example:



## b. Configuration

Click “Add a new meta tag rule”. A new window will appear with these 5 steps:

- **Step 1 – General:** Two fields need to be filled out – Rule Name and Language.
  - “Rule Name” will help you identify the rule on the Meta tag summary table.  
Note: Choose a rule name that references the selected category.
  - “Language” determines the language used for the rule.  
The default language is your shop’s default language. You must activate other languages on your shop for them to appear as a language option.  
Activate new languages from the “Localization” tab, then “Import a Location Pack”.

Once you’ve named your rule and selected the preferred language, click “Next”.

- **Step 2 – Category: Select which product categories to apply the Meta tag rule to.**  
Choose “All categories” to apply the same meta tags model to all products in your shop.  
You can also apply the rule to only one category or sub category. Products with multiple product categories will fall under the default category.

Once you’ve selected your categories, click “Next”.

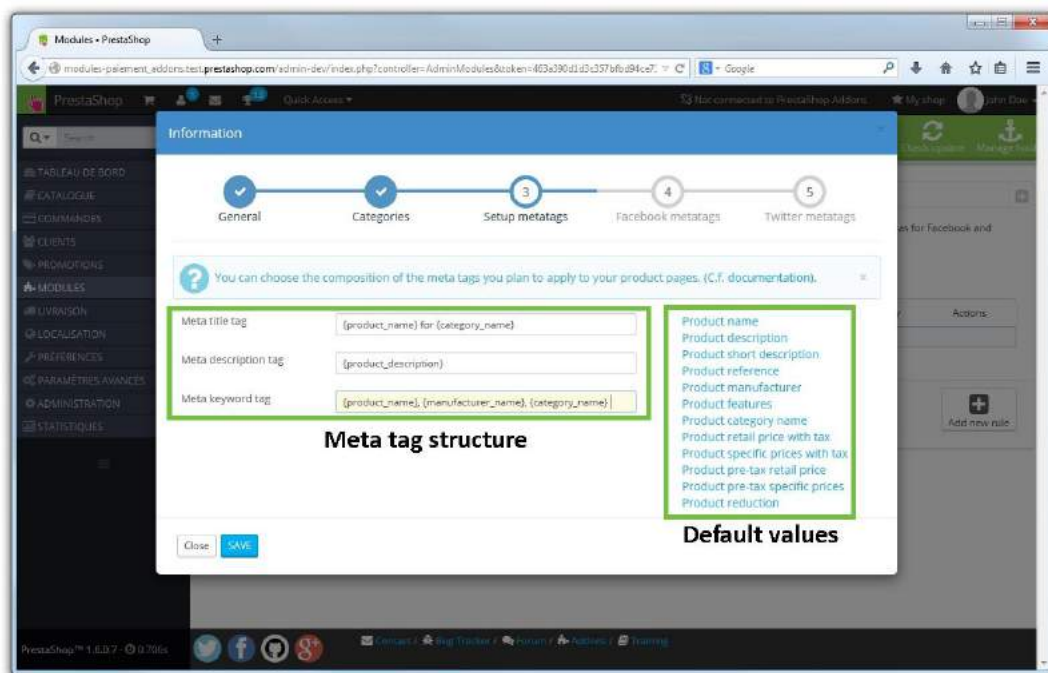
- **Step 3 – Configure your Meta tags:** Choose the meta tags for your product pages.  
These fields can be automatically filled:
  - Meta title
  - Meta description
  - Meta keywords

You’ll find variables listed to the side, which you can use for your Meta tag models. (See the full list on “Configure your URL”.)

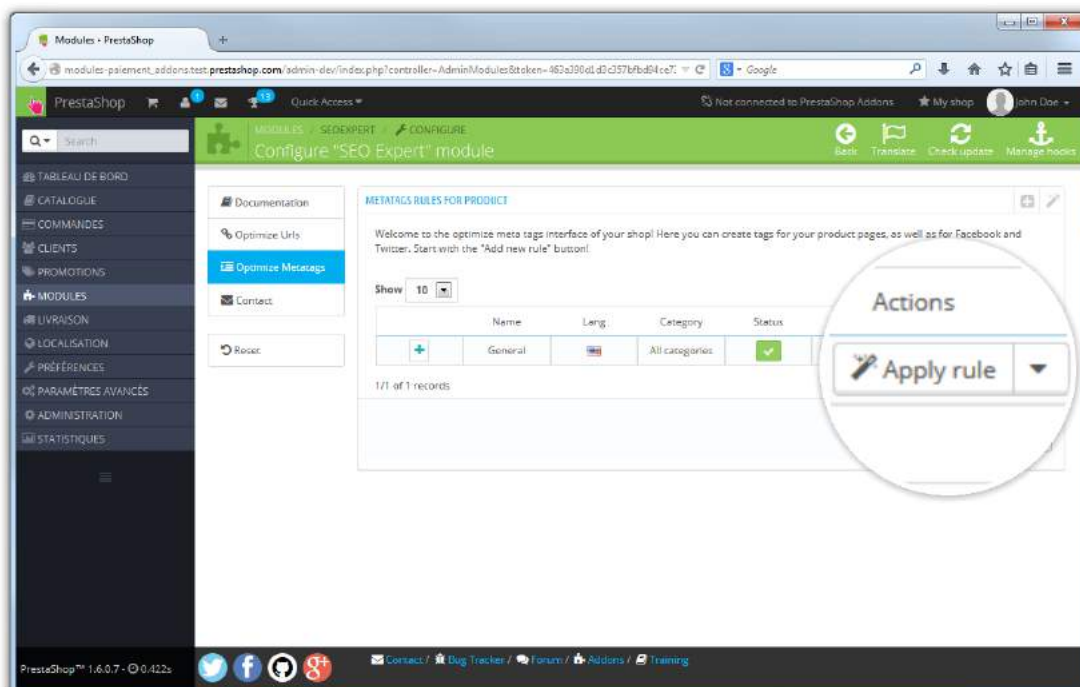
95% of the URL structure should be made up of variables. Though not recommended, bypass using variables only when there is one product in the category.

Be mindful that if more than 1 rule applies to a product, the last rule applied will take effect. If you don’t want to replace a specific field (e.g. title, description, etc.), leave the corresponding line blank.





Once you've configured your meta tag settings, click "Next" to configure tags for Facebook and Twitter. If you only want to configure your product sheet tags, simply click "Save". For this new rule to take effect, be sure to click "Apply".



Note: New products added to a category (effected by the Meta tag rule) will automatically be updated. There's no need reapply the URL rule.



#### - Step 4 – Facebook meta tags

The following meta tags and fields are available for Facebook:

- Admin IDs: Facebook user IDs for users considered administrators or moderators of the page. Use this tag if you have a Facebook page and would like more information about Facebook Insights. This tag shows Facebook that you're the website owner and will connect your Facebook fan page to your website. This field is not required.
- Application ID: Application ID for the site's Facebook platform application. This field is not required.
- Title: The title of your content. It works the same way as a title tag in search engines. The title doesn't need to have all the keywords, but it should draw in the attention of internet users. The better your text, the more likely a customer will click.
- Description: This is similar to the tag description that describes your page content. Think of content that will entice customers to click. The character limit is 297.
- Type: This describes the type of content you're sharing.
- Image: Determine if you're going to show a single image or multiple.

If you have a Twitter account, click "Continue". Alternatively, exit by clicking "Save", then "Apply".

#### - Step 5 – Twitter meta tags

These tags describe the content you share. The following Card types can be attached to Tweets:

- Summary: (Default) Includes: title, description, thumbnail, Twitter account attribution
- Summary with a large image: Similar to the Summary Card, but with an image prominently featured and additional details
- Photo: A Card with a photo only.
- Gallery: A Card highlighting a collection of four photos.
- Product: A Card optimized for product details.

The following tags and fields are offered for Twitter Cards:

- Twitter account: @username of the website, which will be displayed in the footer of the Twitter Card. The @ symbol is required.
- Title: Just like for Facebook, should draw in attention and increase page clicks. The character limit is 70 characters.
- Description: A tag similar to the meta description for search engines. The character limit is 200 characters.
- Image: Choose between several image sizes.
- Characteristics: Show product details such as price, size or other general information.

Once you've configured your settings, click "Save".

Once it's saved, a confirmation message will be displayed. Access this rule from the summary table.

To activate the rule, click "Apply". This applies the rule to all products in the selected categories.

A window will show how many products the rule is being applied to. Modify or update the rule at any time from the summary table.

Note: To get started with Twitter Cards, follow these 3 simple steps:

1. Fill in the pertinent meta tags for your page.
2. Run your URLs against the validator tool for approval:  
<https://dev.twitter.com/docs/cards/validation/validator>
3. After approval, Tweet the URL and see the Card appear below your tweet. Please note that Twitter may take additional time to process URL approvals.

## **V. CONTACT TAB**

Access our contact information to ask questions about the SEO Expert module.

*The SEO Expert module for PrestaShop was developed by the PrestaShop team, guaranteeing its compatibility with the PrestaShop ecommerce software.*